

Rep Order# 8843278 Ver# 5 Status Revised
EC'd Yes

Traffic Order# 48254

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Showing Buylines: All Lines

1 of 2

Station KTVX-TV SALT LAKE CITY
Advertiser () PATRIOT MAJORITY
Product PATRIOT MAJORITY
Estimate# 1548
Buyer Spencer Wood
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW, SUITE 100
WASHINGTON, DC 20007
Agency C/P1/P2/E 79/86/1548
Flight Dates 10/02/2012 - 10/15/2012
Hiatus Weeks

Rep Firm
Sales Office () WASHINGTON
Salesperson () JAN FOX
Salesperson Phone# 202-872-5880
Salesperson FAX# 202-872-0263

***** CONTRACT COMMENT - *Revised Adv. from House - House MA 501 TH* *****
*****NONDISCRIMINATION***** PARAGRAPHS 49 AND 50 OF THE UNITED STATES FEDERAL COMMUNICATIONS COMMISSION'S REPORT AND ORDER NO. 07-217 PROVIDES THAT BROADCAST STATIONS' ADVERTISING CONTRACTS WILL NOT DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, AND MUST CONTAIN NONDISCRIMINATION CLAUSES. CONSISTENT WITH THIS ORDER, KATZ COMMUNICATIONS, INC. (INCLUDING ANY SUBSIDIARY OR DIVISION OF KATZ) DOES NOT DISCRIMINATE IN ANY BROADCAST ADVERTISING CONTRACT ON THE BASIS OF RACE OR ETHNICITY AND EVALUATES, NEGOTIATES AND COMPLETES ITS BROADCAST ADVERTISING CONTRACTS WITHOUT REGARD TO RACE OR ETHNICITY.

--- REMARKS ---
CORRECT ADV CODE

| LT | Ln | Day | Time | Program | Len | Rate | Dates | Spots/Week | # of Weeks | Total Spots | Total Cost | Daypart |
|----|----|------|-------------|------------------------|-----|------------|-------------|------------|------------|-------------|-------------|---------|
| | 1 | TU-F | 7A-9A | GOOD MORNING AMERICA | :30 | \$300.00 | 10/02-10/12 | 1 | 2 | 2 | \$600.00 | |
| | 2 | TU-F | 9A-10A | THE DOCTORS | :30 | \$200.00 | 10/02-10/12 | 3 | 2 | 6 | \$1,200.00 | |
| | 3 | SU | 10A-11A | THIS WEEK | :30 | \$250.00 | 10/07-10/14 | 2 | 2 | 4 | \$1,000.00 | |
| | 4 | TU-F | 11A-12P | THE VIEW | :30 | \$300.00 | 10/02-10/12 | 4 | 2 | 8 | \$2,400.00 | |
| | 5 | TU-F | 3P-4P | ELLEN | :30 | \$400.00 | 10/02-10/12 | 3 | 2 | 6 | \$2,400.00 | |
| | 6 | SU | 5P-530P | ABC4 NEWS-5P SUN | :30 | \$400.00 | 10/07-10/14 | 2 | 2 | 4 | \$1,600.00 | |
| | 7 | M | 7P-9P | DANCING WITH THE STARS | :30 | \$7,000.00 | 10/08-10/15 | 1 | 2 | 2 | \$14,000.00 | |
| | 8 | TU | 8P-9P | HAPPY ENDINGS/APR. 23 | :30 | \$5,000.00 | 10/02-10/09 | 1 | 2 | 2 | \$10,000.00 | |
| | 9 | M | 9P-10P | CASTLE | :30 | \$9,000.00 | 10/08-10/15 | 1 | 2 | 2 | \$18,000.00 | |
| | 10 | TU-F | 10P-1035P | ABC 4 NEWS AT 10PM | :30 | \$900.00 | 10/02-10/12 | 1 | 2 | 2 | \$1,800.00 | |
| | 11 | TU-F | 1035P-1105P | NIGHTLINE | :30 | \$400.00 | 10/02-10/12 | 2 | 2 | 4 | \$1,600.00 | |

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|----|----|------|-------------|------------------|-----|----------|-------------|------------|------------|-------------|------------|---------|
| | 12 | TU-F | 1105P-1135P | ACCESS HOLLYWOOD | :30 | \$215.00 | 10/02-10/12 | 1 | 2 | 2 | \$430.00 | |
| | 13 | M | 9A-10A | THE DOCTORS | :30 | \$200.00 | 10/08-10/15 | 1 | 2 | 2 | \$400.00 | |
| | 14 | M | 11A-12P | THE VIEW | :30 | \$300.00 | 10/08-10/15 | 1 | 2 | 2 | \$600.00 | |

---REPORT TOTALS---
 Report Totals: 48 / \$56,030.00

---SALES MONTHLY TOTALS---
 Oct 12: 48 / \$56,030.00
 Sales Totals: 48 / \$56,030.00
 Station Totals: 48 / \$56,030.00
 Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

| | | | | | | |
|---------------|-----------|----------|----------|---------|---------|----------|
| Market Totals | \$255,378 | CABL 0% | KAZG 0% | KJZZ 0% | KPNZ 0% | KSL 29% |
| | | KSTU 26% | KTVX 21% | KUCW 2% | KUPX 0% | KUTV 19% |
| | | NTVX 0% | | | | |

Books null
 Demos RA35+